

ARIZONA CENTENNIAL

February 14, 2012

Commemoration to begin in February 2011
and culminate with the 100th Statehood Day -
February 14, 2012

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ARIZONA CENTENNIAL COMMISSION

- Executive Order
- Committee Structure
- Arizona Centennial Network

THE CENTENNIAL FIVE C'S

- **Commemoration**
- **Celebration**
- **Collaboration**
- **Communities**
- **Cooperation**

STRATEGIC MASTER PLAN

- Six values
- Five key objectives

VALUES

- Inlusiveness
- Empowerment
- Sense of Pride
- Sense of Place
- Stewardship
- Legacy

STRATEGIC KEY OBJECTIVES

- Awareness
- Participation
- Education
- Legacy
- Fundraising

STRATEGIES FOR OBJECTIVES

AWARENESS

Generate awareness and engagement

- Marketing and media plan
- Develop a brand position
- Web site
- Strategies to support the entire Centennial effort

STRATEGIES FOR OBJECTIVES

PARTICIPATION

Activities that serve to commemorate

- Outreach strategy would enlist as many public and private partners in the Centennial
- Reach out to specified stakeholder groups

STRATEGIES FOR OBJECTIVES

EDUCATION

Focus state's past, present and future

- Focus on education for all ages
- K-12 and higher-education materials
- Create lasting resources to educate future Arizonans

STRATEGIES FOR OBJECTIVES

LASTING LEGACY

Collaborate with AHAC

- Focus on how Arizona was shaped by economic, social and political trends
- Impact of the Centennial will be long-lasting and will help define and sustain the progress of the state in the future

STRATEGIES FOR OBJECTIVES

FUNDING

Establish resources and funding

- Identify potential funding streams, new and existing
- Private grants
- Federal, state and local funding
- Centennial merchandising and licensing

PROGRAM RECOMMENDATIONS

- Public and private partnerships
- Produce newly created programs
- Endorse existing community events and capital projects

PRODUCED

- Commission provides leadership role
- Responsible for raising funds or creating revenue streams to support project
- Provides sponsorship opportunities and recognition

ENDORESED

- Commission determines guidelines and approves project endorsement
- Public or private partner manages
- Funding by public or private partner; project may be eligible for grant funding
- Eligible for marketing and public relations support from the Commission

POTENTIAL PROGRAMS

PRODUCED

- Kickoff Gala
- Signature Projects
- Centennial Scholars
- Team Centennial
- Children's Future Vision Project

POTENTIAL PROGRAMS

PRODUCED

- Traveling Exhibition
- Travel Arizona 100
- Arizona Centennial Treasures Program
- “100” themes

POTENTIAL PROGRAMS

PRODUCED

- Centennial Icon
- Adopt-A-Historical Marker
- General Merchandising

POTENTIAL PROGRAMS

PRODUCED

- Official Centennial Poster, Song
- U. S. Postal Centennial Stamp
- Arizona Centennial License Plate
- Centennial Mascots

POTENTIAL PROGRAMS

ENDORSED

- History Education Materials
- Countdown to the Centennial
- Legacy Projects (AHAC)
- Arizona State Fair

POTENTIAL PROGRAMS

ENDORSED

- County Fairs
- Local Community Festivals
- Commissioned Public Art
- Commemorative Performing Arts

CENTENNIAL COMMITTEES

- Fundraising / Business Management
- Community Outreach
- Marketing and Merchandise
- Media, PR and Web site
- Signature Project(s)
- Special Events and Projects

TIMELINE FOR STRATEGIC PLAN

- Draft for review by Governor – Due November 1
- Adopted Strategic Plan – Opening of Legislative Session, January 2009

ARIZONA CENTENNIAL COMMISSION

Co-Chairs

- Governor Janet Napolitano
- Chief Justice Charles Jones

Honorary Chairs –

- Senator Jon Kyl
- The Honorable Bruce Babbitt
- The Honorable Raul Castro
- The Honorable Jane Hull
- The Honorable Rose Mofford
- The Honorable Fife Symington

ARIZONA CENTENNIAL COMMISSION

Members –

- Paul Allvin, Associate VP, University of Arizona
- James Babbitt - Babbitt's Wholesale, Inc.
- Frank Barrios - Community Leader
- Kenneth Bennett - CEO, GeoBio Energy
- Will Bruder - Will Bruder and Partner LTD
- Delia Carlyle - Chair, Ak-Chin Indian Community Council
- Pamela Doherty - CEO, Carondelet Foundation
- John Driggs - Community Leader
- Margie Emmermann - Director, Arizona Office of Tourism
- Philip Francis - President/CEO, PetSmart, Inc.
- Jody Harwood - Vice President, Grace Hospitality
- Linda Hunt - President, St. Joseph's Hospital & Medical Center

ARIZONA CENTENNIAL COMMISSION

Members –

- Lisa Lovallo - Vice President, Cox Communications
- Paul Luna - President/CEO, Helios Foundation
- Vada O. Manager - Director of Global Issues Mgt, NIKE, Inc.
- Ned Norris - Chairman, Tohono O'odham Nation
- William Post - Chairman/CEO, Pinnacle West Capital Corp
- Kathleen Pushor - President/CEO, Greater Phoenix Chamber
- Devin Rankin - Rankin Consulting LLC
- Richard Silverman - General Manager, Salt River Project
- Lynda White - Vice President, Freeport McMorRan Inc.
- John Zidich - Publisher, The Arizona Republic

ARIZONA CENTENNIAL COMMISSION

Ex-Officio Members –

- President Tim Bee - Arizona State Senate
- Minority Leader Marsha Arzberger - Arizona State Senate
- Minority Leader Phil Lopes - Arizona State House of Representatives
- Attorney General Terry Goddard - State of Arizona
- Mayor Phil Gordon – City of Phoenix
- Mayor Robert Walkup – City of Tucson

ARIZONA CENTENNIAL COMMISSION

Ex-Officio Members –

- Robert Booker - Director, Arizona Commission on the Arts
- Win Holden - Publisher, Arizona Highways Magazine
- Marco Lopez - Director, Arizona Department of Commerce
- Art Macias - Executive Director, Arizona Lottery
- Herb Paine - Executive Director, Arizona Humanities Council
- Ken Travous - Executive Director, Arizona State Parks
- Marshall Trimble - Official Arizona State Historian
- GladysAnn Wells - Director, Arizona State Library
- Anne Woosley - Executive Director, Arizona Historical Society
- Michael Crow - President, ASU
- Dr. John Haeger - President, NAU
- Dr. Robert Shelton - President, UofA

APPROVED LEGACY PROJECTS

Title

Arizona Women's Heritage Trail

Becoming Arizona

Brigham City Historic Site Restoration

Cady Hall Courtyard Garden

Cavalry Soldiers Relocation Project

Centennial Park, Tucson

Applicant

AZWHT

ASU Public History

City of Winslow

Town of Patagonia

S AZ Vet Cemetery

El Presidio Assoc

APPROVED LEGACY PROJECTS

Title

Copper State Monument

Florence Memorial Park

Glendale History Online

Heritage Park

Justice Learning Center and Museum

New Chandler Museum

Applicant

Town of Clarkdale

Town of Florence

Glendale Library

Town of Buckeye

Superior Court

City of Chandler

APPROVED LEGACY PROJECTS

Title

OneBookAZ

Reclamation and AZ

Rehab of Florence/Silver King Hotel

Restoration of Train Order Semaphore

San Xavier Mission

Scottsdale History — Access & Images

Applicant

AZ State Library

Bur of Reclamation

Town of Florence

Town of Patagonia

Patronato S. Xavier

Leigh Conrad

APPROVED LEGACY PROJECTS

Title

Scottsdale Remembers

Times Past

Tovrea Castle/Carraro Cactus Garden

Applicant

Scottsdale Pub Library

AZ Capitol Times

PHX Parks & Rec

Arizona Centennial 1912-2012

www.arizona100.org

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